



Smithsonian
National Postal Museum

America's Mailing Industry Project

Guidelines for Your Company's Story

LET'S TELL YOUR STORY!

How is your company relevant to the American public?

The Smithsonian's National Postal Museum's new virtual exhibition – *America's Mailing Industry* – tells the amazing story of the historic partnership between the U.S. Postal Service and America's Mailing Industry. This partnership has provided communication and commerce channels to America's residents and businesses for over 200 years. To launch the project, the museum is hosting a dedicated virtual exhibition to tell the story of this incredible partnership and is engaging **YOU** – members of the mailing industry – to help tell this incredible story.

The museum will publish a page on the virtual exhibition dedicated to your (mailing industry) company. You provide the information and we will format and publish the page. You are encouraged to use whatever media works best to tell your story – video, audio, text and photographs.

CONTENT SUGGESTIONS *(Please visit the website to see what other companies have submitted)*

Here are some ideas you may want to use when telling your company's story.

Do's

- Introduce your company (who you are, what you do, the part of the industry you represent— photos or other supporting media would be great).
- Provide a short history of your company (when your company started, any pioneers or innovators who helped your company become what it is today).
- What is (or has been) the most interesting part of your operation? Discuss/show aspects of production— machines and/or people at work. *Assume viewers don't know anything about your company!*
- Describe your company's impact on American citizens and businesses. *Readers relate to narrative experiences, if there is a specific experience that is particularly moving, exciting, or interesting – share it!*
- How does your company interact with the Postal Service?
- Where is your company headed? What are the changes/challenges the company faces?

Don'ts

- Don't include content that may be considered an advertisement or promotion of the company or products for financial gain.
- Don't use technical jargon or abbreviations known only within the industry.

SUBMISSION GUIDELINES:

Text

- Text should not exceed 1,500 words in length for the total contribution.
- Grammar and spell check final submissions. NPM will not edit but will review for acceptable content.

Photographs/Images

- Photographs enhance textual information and should be used whenever possible. PLEASE PROVIDE CAPTIONS FOR EVERY PHOTO SUBMITTED.
- Ensure that any photo submitted is owned by your company. If not, please ensure that any image submitted does not violate any copyright restriction(s). Provide appropriate credit line(s) where necessary.
- Multiple photos are best, but please limit to no more than 10.
- Old photographs should be scanned and submitted as digital files (NPM will not accept hardcopy photos).
- Limit electronic file size to no more than 5MB.
- Any digital format is acceptable, but .JPG files are desired.
- Please limit PDF files to two, at no more than four pages each.

Video

- Videos must not be longer than three minutes. (No more than 3 videos, please.)
- Identify speaking individuals (name, title).
- Open captioning is requested. Alternatively, include a transcript.
- Videos may not be larger than 250MB.

Acceptable formats:

- MP4 (preferred format)
- MOV (preferred format)
- WMV (preferred format)
- AVI
- MPEG

Audio

- Limit audio files to 10 minutes or less.
- Include a transcript.
- MP3 format preferred. (Other file formats may be acceptable.)

Questions and Story Submissions

When you have all your files ready for submission and/or questions about your web page contribution, please send them via email to: NPMmailingIndustry@si.edu

RIGHTS & USAGE

- Your submission of material constitutes your permission for, and consent to, its dissemination and use in connection with the Smithsonian's National Postal Museum in all media in perpetuity. Your contribution grants permission to the Smithsonian's National Postal Museum to publish any and all submitted material on its website, as well as other communication assets of the museum, including written publications (online and print), newsletters, media releases, educational publications, and galleries.
- The material you submit must have been created by you or others working as your agents. It should be wholly original and not copied from or based – in whole or in part – upon any other photographic, literary, or other material, except to the extent that such material is in the public domain.
- Submitted material must not violate any confidentiality, privacy, security or other laws. You will not contribute any content that is unlawful, harassing, discriminatory, libelous, obscene, false, inflammatory, pornographic, or that infringes on the rights of any third party.
- By submitting material for this project, you release, discharge, and agree to hold harmless the Smithsonian Institution and persons acting under its permission or authority from any claims or liability arising out the museum's use of the material, including, without limitation, claims for violation of privacy, defamation or misrepresentation.
- You understand that the Smithsonian's National Postal Museum assumes no responsibility or liability for any error, defamation, libel, omission, obscenity or inaccuracy contained in any submitted material or from any failure or delay in removing such content.